GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2823
ANSWERED ON:21.03.2002
PUBLICITY OF GOVERNMENT VIEWS
DAGGUBATI RAMANAIDU

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the policy of the Government in regard to wide circulation of Government views through audio-visual media;

(b) whether owing to lack of sponsorship, D.D. News would be shut down; and

(c) whether the views of the Government would be publicised to fulfil a social responsibility?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): The Ministry of I&B is the nodal Ministry of the Government for dissemination ofinformation of Government`s policies and programmes and for spreading awareness through various means of communications, including audio-visual media. This role is performed through its various Media Units, as well as by Prasar Bharati, which is anautonomous statutory Corporation, whose mandate is to conduct public broadcasting service to `inform, educate and entertain the public`.

(b) & (c): As a part of its restructuring exercise, Prasar Bharati has closed down DDNews and Current Affairs Channel due to its high cost and low visibility. DD- NationalChannel, which has an extensive reach, now carries more programmes on news and current affairs to fulfil the mandate of public service broadcasting more effectively.